

## COURSE OUTLINE



### About The Course

This course is specifically for owners and directors of small and medium sized businesses who have the responsibility for marketing, increasing sales and getting more customers.

### Course Format

The course is structured as a 1-day hands-on workshop for small groups and one-to-one training.

### Duration

1-day course structured as 4 sessions.

### Delegate Rate

The fee for the course is £295 plus VAT per delegate (minimum 5 delegates) including refreshments and all training materials.

### Contact

For more information on Innotec's Business and Management Training programmes or to discuss your specific training needs with our Course Director:

**Call 01273 891155 or go to our website at [www.innotec.co.uk](http://www.innotec.co.uk).**

#### **Innotec Business Mentoring,**

The Enterprise Centre,  
20 Woodgate Meadow,  
Plumpton Green,  
Lewes,  
Sussex  
BN7 3BD.

Innotec Business Mentoring is a partner in Southern Business Consultants

## COST EFFECTIVE MARKETING

Sales are the lifeblood of every company. Unless your company has a unique product or service it is unlikely that customers will come beating a path to your door. Instead, you must go out and find them.

Where they are and which ones will be the best, are two eternal dilemmas facing companies of all types and sizes. But without a steady flow of prospects that need your product you haven't got a business.

### Objectives of the Course

This 1-day workshop will provide you with the knowledge and tools to grow your business using proven, low cost marketing methods.

It will show you how to find out more about your customers and their needs, and identify which customers are most valuable to your business.

You will learn about tried and tested low cost marketing techniques that will help you sell more to these customers, as well as attract others with a similar profile.

By the end of the course you will be able to focus your organisation's limited resources on the best and most profitable opportunities, thereby swinging the odds of success more favourably in your direction.

### Course Content

Each workshop section starts with things that can be done today. These are simple short term actions which could have long term benefits for your business.

It then looks at longer term actions designed to help you promote and grow your business in a cost-effective way:

- Market and Competition
- Strengths, weaknesses and unique selling point
- Selling more to your most valuable customers
- Targeting new customers
- Low cost marketing methods
- Improving your sales techniques
- Measuring marketing performance